



Position Description: Communications Manager

Pathways Mission Statement:

The mission of Pathways is to provide a unique Christian Day Program dedicated to enhancing the quality of life for adults with intellectual and developmental disabilities. Pathways assists each individual to achieve emotional, cognitive, physical, social, and spiritual growth to his/her fullest potential.

Position Summary:

The Communications Manager is responsible for the overall management of communications with supporters, donors, volunteers, and the public. They will be responsible for raising the visibility and awareness of Pathways as an agency through development and distribution of materials and content, community speaking engagements, and media relationships. This position is responsible in assisting with fundraising activities and special event coordination, and is responsible for volunteer management. This is a full-time non-exempt position. There will be some evening and weekend commitments required for this position. Pathways provides a fast pace, dynamic work environment and there will be other duties assigned that are not listed in this job description.

Major Job Responsibilities:

Raise Visibility and Awareness:

- Writes and edits copy, designs layout, and distributes regular print and electronic newsletters, promotional materials, and other donor communication pieces
- Develops and distributes regular press releases and maintains relationships with local media
- Updates and maintains agency website
- Creates content for and manages social media
- Performs community speaking engagements and agency tours
- Leads messaging and agency branding efforts
- Assists with updating donor and special event databases as needed
- Promotes Pathways as an agency and for the purpose of program enrollments and volunteer recruitment

Assist in Fundraising Efforts:

- Designs and distributes annual donor solicitations, donor stewardship pieces, special event materials
- Assists in coordinating special events, and soliciting in-kind donations and sponsorships

Volunteer Management:

- Recruits, trains, and manages volunteers
- Manages communication with volunteers
- Creates opportunities for appreciation of volunteers

Other Administrative Duties:

- Assist Executive Director with other administrative duties as assigned

Skills, Knowledge, and Expectations:

- Strong and mature Christian faith
- Excellent communication skills, including impeccable writing and story-telling skills
- Strong computer, photography, graphic design, project management, and interpersonal skills
- Comfortable with speaking on behalf of the agency on camera and in front of groups
- Marketing and fundraising experience preferred
- Nonprofit experience a plus
- Ability to maintain a positive attitude with a high energy level while being flexible and adaptable
- First Aid, CPR, and Non-violent Crisis Intervention training and others will be required upon hiring

Education and Experience Requirements:

A college bachelor's degree or higher with emphasis in Communications preferred. 3-5 years' experience in Public Relations or related field, and experience working with individuals with developmental disabilities is also preferred.

Relationships:

The Communications Manager reports directly to the Executive Director. The Communications Manager will work daily with the Executive Director and volunteers, and will collaborate with the other staff members as needed.